

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed Traffic Order# 104398

EC'd Yes

Last Received: 10/02/2012 10:08 AM Printed: 10/02/2012 7:54 PM

1 of 11

Staffin KSNV-TV LAS VEGAS, NV.

Advertiser () REP JEWISH COALITION

Product REP JEWISH COALITION

Estimate# LAURA LANCASTER

Buyer

Phone#

Fax#

Agency () JAMESTOWN ASSOC

5 MAPLETON ROAD, S#300

PRINCETON, NJ 08540

Agency C/P1/PZ/E

Flight Dates 09/17/2012 - 10/21/2012

Hiatus Weeks

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	1	M-F	5A-6A	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 42 56]	:30	\$325.00	09/17-09/28	0	0	0	\$0.00	
42	42	W-F	5A-6A	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #1: 9/17 (5/WK)]	:30	\$325.00	09/19-09/21	5	1	5	\$1,625.00	
56	56	M,TH-F	5A-6A	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #1: 9/24 (5/WK)]	:30	\$325.00	09/24-09/28	5	1	5	\$1,625.00	
2	2	M-F	5A-6A	Buyline Comment: NEWS	:30	\$450.00	10/01-10/05 10/08-10/19	3 1	1 2	2	\$2,250.00	
3	3	M-F	6A-7A	Buyline Comment: NEWS	:30	\$700.00	10/01-10/05 10/08-10/19	4 1	1 2	2	\$4,200.00	
4	4	M-F	6A-7A	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 43 57]	:30	\$650.00	09/17-09/28	0	0	0	\$0.00	
43	43	W-F	6A-7A	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #4: 9/17 (10/WK)]	:30	\$650.00	09/19-09/21	10	1	10	\$6,500.00	

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
EC'd Yes

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Last Received: 10/02/2012 10:08 AM
Printed: 10/02/2012 7:54 PM

Showing Bnylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP. JEWISH COALITI
Product REP JEWISH COALITION

Estimate# LAURA LANCASTER
Buyer Phone#
Fax#

LT In Day Time Program

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540
Agency C/P1/P2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Buyline Comment: RR
[MADE-GOOD BY LINE(S) 46 60]

Buyline Comment: RR
[MKGD FOR SPOTS MISSED ON LN #9: 9/17(5/WK)]

Buyline Comment: RR
[MKGD FOR SPOTS MISSED ON LN #9: 9/25(5/WK)]

Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 47 61]

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #10: 9/17(5/WK)]

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #10: 9/24(5/WK)]

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #10: 9/24(5/WK)]

Buyline Comment: NEWS
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Buyline Comment: NEWS
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Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
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Traffic Order# 104398 Last Received: Printed: 10/02/2012 7:54 PM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP JEWISH COALITI
Product REP JEWISH COALITION
Estimate# LAURA LANCASTER
Buyer phone#
Fax#
LT In Day Time Program

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540
Agency CPI/PZL
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Len Rate Dates Spots/Week # of Total Spots Total Cost Daypart

---	---	---	---	09/17-09/28	0	2	0	\$975.00
1.1	M-F	1230P-1P	---	10/01-10/05	3	1	3	
				10/08-10/19	0	2	0	

Buyline Comment: AGENDA
[MADE-GOOD BY LINE(S) 48 62]

:30 \$325.00 09/19-09/21 5 1 5 \$1,625.00

48 W-F 1230P-1P
Buyline Comment: AGENDA
[MKGD FOR SPOTS MISSED ON LN #11: 9/17 (5/WK)]

:30 \$325.00 09/24-09/28 5 1 5 \$1,625.00

62 M,TH-F 1230P-1P
Buyline Comment: AGENDA
[MKGD FOR SPOTS MISSED ON LN #11: 9/24 (5/WK)]

:30 \$325.00 09/19-09/21 5 1 5 \$1,625.00

12 M-F 2P-3P
Buyline Comment: AGENDA
[MKGD FOR SPOTS MISSED ON LN #11: 9/24 (5/WK)]

:30 \$325.00 09/17-09/28 6 2 0 \$975.00

49 W-F 2P-3P
Buyline Comment: DRS
[MADE-GOOD BY LINE(S) 49 63]

:30 \$325.00 09/19-09/21 5 1 5 \$1,625.00

63 M,TH-F 2P-3P
Buyline Comment: DRS
[MKGD FOR SPOTS MISSED ON LN #12: 9/24 (5/WK)]

:30 \$325.00 09/24-09/28 5 1 5 \$1,625.00

13 M-F 3P-4P
Buyline Comment: DRS
[MKGD FOR SPOTS MISSED ON LN #12: 9/24 (5/WK)]

:30 \$450.00 09/17-09/28 0 2 0 \$1,800.00

Buyline Comment: PHIL
[MADE-GOOD BY LINE(S) 50 64]

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Showing Buylines: All Lines

								Traffic Order# 104398
Station	KSNV-TV LAS VEGAS, NV.	Advertiser	(REP. JEWISH COALITI	Product	REP JEWISH COALITION	Estimate#		Last Received:
Buyer	LAURA LANCASTER	Phone#		Fax#		LT	Ln	Printed:
---	---	---	---	---	---	---	---	10/02/2012 10:08 AM
50	W-F	3P-4P	Buyline Comment: PHIL	Agency C/P1/P2/E	Flight Dates 09/17/2012 - 10/21/2012	Hiatus Weeks	Agency () JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540	Rep Firm () PHILADELPHIA Sales Office () AMY MCCREARY Salesperson () AMY MCCREARY
64	M,TH-F	3P-4P	Buyline Comment: PHIL					Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
14	M-F	4P-430P	Buyline Comment: NEWS	[MKGD FOR SPOTS MISSED ON LN #13: 9/24 (5/WK)]	:30	\$450.00	09/24-09/28	5 1 5 5 \$2,250.00
51	W-F	4P-430P	Buyline Comment: NEWS	[MADE-GOOD BY LINE(S) 51 65]	:30	\$600.00	09/17-09/28	0 0 0 0 \$0.00
65	M,TH-F	4P-430P	Buyline Comment: NEWS	[MKGD FOR SPORTS MISSED ON LN #14: 9/19 (5/WK)]	:30	\$600.00	09/19-09/21	5 1 5 5 \$3,000.00
15	M-F	4P-430P	Buyline Comment: NEWS		:30	\$600.00	09/24-09/28	5 1 5 5 \$3,000.00
16	M-F	430P-5P	Buyline Comment: NEWS		:30	\$725.00	10/01-10/05 10/08-10/12 10/15-10/19	2 1 2 0 \$2,175.00
17	M-F	430P-5P	Buyline Comment: NEWS	[MADE-GOOD BY LINE(S) 52 66]	:30	\$700.00	09/17-09/28	0 0 0 0 \$0.00

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EC'd Yes Last Received: Printed: 10/02/2012 7:54 PM
10/02/2012 10:08 AM

Showing Buylines: All Lines

Agency	() JAMESTOWN ASSOC 5 MAPLETON ROAD, SUITE 300 PRINCETON, NJ 08540	Rep Firm PHILADELPHIA Sales Office () Salesperson () AMY MCCREARY
Flight Dates	09/17/2012 - 10/21/2012	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
Hiatus Weeks		
LT	In Day Time Program	Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart
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52 M-F	430P-5P	:30 \$700.00 09/17-09/21 5 1 5 \$3,500.00
	Buyline Comment: NEWS	
	[MKGD FOR SPOTS MISSED ON LN #17: 9/19 (5/WK)]	
66 M,TH-F	430P-5P	:30 \$700.00 09/24-09/28 5 1 5 \$3,500.00
	Buyline Comment: NEWS	
	[MKGD FOR SPOTS MISSED ON LN #17: 9/24 (5/WK)]	
18 M-F	5P-630P	:30 \$1,000.00 09/17-09/28 0 0 0 \$0.00
	Buyline Comment: NEWS	
	[MADE-GOOD BY LINE(S) 53 67]	
53 W-F	5P-630P	:30 \$1,000.00 09/19-09/21 5 1 5 \$5,000.00
	Buyline Comment: NEWS	
	[MKGD FOR SPOTS MISSED ON LN #18: 9/17 (5/WK)]	
67 M,TH-F	5P-630P	:30 \$1,000.00 09/24-09/28 5 1 5 \$5,000.00
	Buyline Comment: NEWS	
	[MKGD FOR SPOTS MISSED ON LN #18: 9/24 (5/WK)]	
19 M-F	5P-630P	:30 \$1,200.00 10/01-10/05 3 1 3 \$6,000.00
	Buyline Comment: NEWS	
20 M-F	630P-730P	:30 \$1,300.00 10/01-10/05 2 1 2 \$3,900.00
	Buyline Comment: WH/JEP	
21 M-F	630P-730P	:30 \$1,000.00 09/17-09/28 0 0 0 \$0.00
	Buyline Comment: WH/JEP	
	[MADE-GOOD BY LINE(S) 54 68]	

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
ECd Yes

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Traffic Order# 104398 Last Received: Printed: 10/02/2012 7:54 PM
10/02/2012 10:08 AM

Showing Buylines: All Lines

Station Advertiser Product Estimate# Buyer Phone# Fax#	KSNN-TV LAS VEGAS, NV. (REP JEWISH COALITI REP JEWISH COALITION PRINCETON, NJ 08540 Agency C/P1/P2/E Flight Dates Hiatus Weeks	Agency () JAMESTOWN ASSOC 5 MAPLETON ROAD, S#500 PRINCETON, NJ 08540 Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office () PHILADELPHIA () AMY MCCREARY 215-568-6540 215-568-1845									
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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54	W-F	630P-730P		Buyline Comment: WH/JEP [MRKD FOR SPOTS MISSED ON LN #21: 9/19 (5/WK)]	:30	\$1,000.00	09/19-09/21	5	1	5	\$5,000.00	

68	M,TH-F	630P-730P		Buyline Comment: WH/JEP [MRKD FOR SPOTS MISSED ON LN #21: 9/24 (5/WK)]	:30	\$1,000.00	09/24-09/28	5	1	5	\$5,000.00	
22	M-F	11P-1135P		Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 55 69]	:30	\$1,100.00	09/17-09/28	0	0	0	\$0.00	
55	W-F	11P-1135P		Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 55 69]	:30	\$1,100.00	09/19-09/21	4	1	4	\$4,400.00	
69	M,TH-F	11P-1135P		Buyline Comment: NEWS [MRKD FOR SPOTS MISSED ON LN #22: 9/17 (4/WK)]	:30	\$1,100.00	09/24-09/28	4	1	4	\$4,400.00	
23	M-F	11P-1135P		Buyline Comment: NEWS [MRKD FOR SPOTS MISSED ON LN #22: 9/24 (4/WK)]	:30	\$1,200.00	10/01-10/05 10/08-10/19	2	1	2	\$2,400.00	
24	S-A	6A-7A		Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 71]	:30	\$350.00	09/22-09/22 09/29-10/20	2	1	2	\$700.00	
25	S-A	7A-9A		Buyline Comment: SAT TODAY [MADE-GOOD BY LINE(S) 71]	:30	\$625.00	09/22-09/22 09/29-10/20	2	1	2	\$1,250.00	

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser (REP JEWISH COALITI
Product REP JEWISH COALITION
Estimate# LAURA LANCASTER
Buyer Phone#
Fax#
LT In Day Time Program

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#500
PRINCETON, NJ 08540
Agency C/P/LP2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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26 SA 9A-930A :30 \$500.00 09/22-09/22 1 1 1 \$1,000.00

27 SA 11P-1135P :30 \$1,100.00 09/22-09/29 1 2 2 \$3,300.00
10/06-10/06 0 1 0
10/13-10/13 1 1 1
10/20-10/20 0 1 0

28 SU 11P-1135P :30 \$1,100.00 09/23-09/30 1 2 2 \$4,400.00
10/07-10/07 0 1 0
10/14-10/21 1 2 2

Buyline Comment: SAT TODAY
[MKGD FOR SPOTS MISSED ON IN #25: 9/29(2/FRK)]

29 SU 9A-930A :30 \$500.00 09/23-09/23 1 1 1 \$1,000.00
09/30-09/30 0 1 0
10/07-10/07 1 1 1
10/14-10/21 0 2 0

30 SU 6A-7A :30 \$325.00 09/23-09/30 2 2 4 \$1,300.00
Buyline Comment: NEWS

31 SU 6A-7A :30 \$350.00 10/07-10/21 0 0 0 \$0.00
Buyline Comment: NEWS

32 SU 7A-8A :30 \$750.00 10/07-10/21 0 0 0 \$0.00
Buyline Comment: SUN TODAY

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
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Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP JEWISH COALITI
Product REP JEWISH COALITION
Estimate# LAURA LANCASTER
Buyer Phone#
Fax#
LT In Day Time Program

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540
Agency C/P/UP2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Spots	Total Spots	Total Cost	Daypart

33 SU 7A-8A Buyline Comment: SUN TODAY :30 \$625.00 09/23-09/30 2 2 4 \$2,500.00

34 SU 930A-10A :30 \$500.00 09/23-09/23 1 1 1 \$500.00
09/30-09/30 0 1 0

Buyline Comment: CM
[MADE-GOOD BY LINE(S) 701

70 SU 9A-930A :30 \$500.00 09/30-09/30 0 0 0 \$0.00

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #34: 9/30 (1/WK)]

35 SU 930A-10A :30 \$600.00 10/07-10/14 0 2 0 \$600.00
10/21-10/21 1 1 1

Buyline Comment: CM

36 SU 830P-930P :30 \$1,800.00 10/07-10/14 0 2 0 \$1,800.00
10/21-10/21 1 1 1

Buyline Comment: NEWS AFT SNF

37 SU 830P-930P :30 \$1,600.00 09/23-09/30 1 2 2 \$3,200.00
Buyline Comment: NEWS AFT SNF

Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 72]

38 SA 5P-630P :30 \$650.00 09/22-09/22 0 1 0 \$650.00
09/29-09/29 1 1 1

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #38: 9/22 (1/WK)]

72 SA 8P-9P :30 \$650.00 09/22-09/22 1 1 1 \$650.00
Buyline Comment: NEWS

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed Traffic Order# 104398

EC'd Yes

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP. JEWISH COALITION
Product REP JEWISH COALITION
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540

Agency C/P1/PZ/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Sales Totals: 252 / \$163,775.00
Station Totals: 252 / \$163,775.00
Lines not sent/rclnd/rtrn: 0 / \$0.00

Sep 12: 187 / \$117,650.00 Oct 12: 65 / \$46,125.00

Sales Totals: 252 / \$163,775.00

Station Totals: 252 / \$163,775.00

Lines not sent/rclnd/rtrn: 0 / \$0.00

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—COMPETITIVE—

Market Totals	\$629,904	CATV	0%	KBLR	0%	KING	0%	KIAS	2.9%	KSNV	2.6%
		KTNV	2.0%	KTUD	1%	KVCA	2%	KVNY	6%	KVVU	1.6%
		XXXX	0%								

—COMPETITIVE COMMENTS—

NEW ORDER

EST SHARES

Books

Demos

NOV12
RA35+

—CREDIT RISK—
CASH IN ADVANCE